

MULTICHANNEL

Hugo Boss fetes 20 years of creativity via urban art exhibit

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By ERIN SHEA

German label Hugo Boss is celebrating its 20th anniversary by honoring 20 iconic products and 20 artists through an exhibit in London, a microsite and other digital promotions.

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Luxury Daily

The "Red Never Follows" exhibit will have a physical presence at the Saatchi Gallery in London July 31-Sept. 1 and a digital presence on its own Web site. Creating a multichannel campaign can help brand enthusiasts around the world participate without being physical present at the event.

"Brands should always strive to have digital campaigns to accompany physical events," said John Casey, senior vice president of **Havas Public Relations**, New York.

"Word of mouth about an event is generally spread digitally through the myriad social channels of the brands fans and followers," he said.

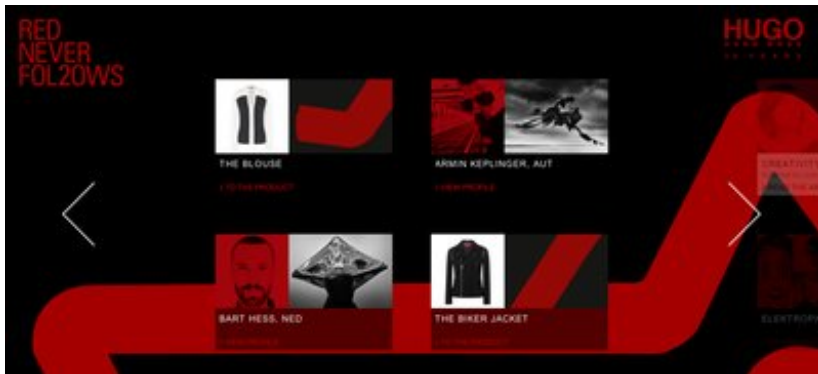
Mr. Casey is not affiliated with Hugo Boss, but agreed to comment as an industry expert.

Hugo Boss declined to comment directly.

Red never follows

Hugo Boss launched its Red Never Follows campaign through a Web site that is solely dedicated to the project. It can be accessed at <http://www.redneverfollows.com>.

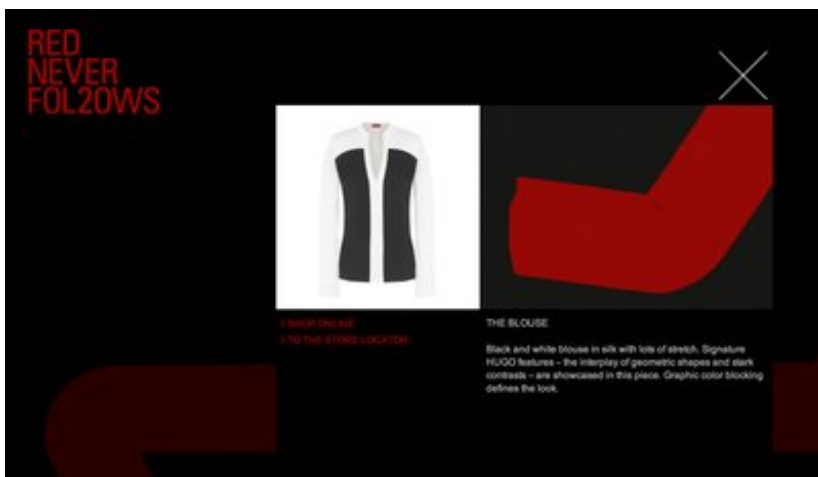
The site offers a look into the exhibit by showing off information about the 20 artists featured and the 20 iconic Hugo Boss items.



Red Never Follows Web site

The site allows consumers to browse the products and the artists. Clicking on an artist image gives an overview of each artist and examples of their work.

Clicking on a product brings up the product description and allows consumers to go to the ecommerce site to purchase it or find it in a store through the store locator feature.



Red Never Follows product

The Web site also has two videos that give an overview of the Red Never Follows project.





In addition to the site, Hugo Boss is also teasing the exhibition through its social media and is using the hashtag #RedNeverFollows.



MISS HUGO BOSS 
@HUGOBOSS

 Follow

Heading to #London now for the
#redneverfollows exhibition - stay tuned for
live updates bit.ly/redneverfollows
pic.twitter.com/1n4EqA77Di

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11

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On display

Other luxury brands have shown off collections through museum exhibits.

For instance, Swiss watchmaker Breguet appealed to watch enthusiasts through its participation in the “Precision and Splendor: Clocks and Watches at The Frick Collection,” New York.

The three historic Breguet timepieces by Abraham-Louis Breguet and his son Antoine-Louis Breguet from the late eighteenth century were the most recent creations on display. Breguet also provided major funding for the exhibit, which likely strengthened its reputation in the watch industry ([see story](#)).

Additionally, Italian jeweler Bulgari gained exposure by showing off its trademark designs and cultural relevance in an exhibition at the M. H. de Young Memorial Museum in San Francisco.

“The Art of Bulgari: La Dolce Vita & Beyond, 1950-1990” exhibit includes approximately 150 pieces that show off the brand’s design trends throughout the years. Bulgari likely gained additional exposure through the museum exhibit that attracted historians, art aficionados and jewelry enthusiasts ([see story](#)).

However, Hugo Boss may generate more consumers interest in the campaign by offering

a digital component to the physical exhibit. The brand should make sure that the site is easily accessible to consumers who cannot attend the event.

"The event and exhibit is aimed at a key cultured demographic, and provides a way for the brand's loyalists to engage in an artful manner," Mr. Casey said.

"If the Web site is weaved into the digital campaign through easily accessible click throughs, then consumers should be able to engage this exhibit on the site," he said.

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/5eFAVnCGbMs](https://www.youtube.com/embed/5eFAVnCGbMs)

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